

PSYCHOLOGICAL STRATEGY BOARD

WASHINGTON

JUL 26 1952

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MEMORANDUM TO: General Walter Bedell Smith
Director of Central Intelligence

SUBJECT: Evaluation - Test Case

In accordance with the views of Board members expressed at the meeting of June 12, I am submitting the attached proposals for carrying out a "test case" evaluation of the effectiveness of our national psychological operations.

It will be seen that two alternatives are presented in detail: []

The staff is prepared to begin work immediately on either of these.

If, for any reason, the Board felt it were desirable, the staff would be equally ready to apply the same general procedure outlined in the accompanying proposals to [] combined); to [] or to [] In my opinion, all of these are important areas, and should be the object of PSB evaluations as soon as practicable.

While fully prepared to tackle any of these which the Board might select, it is our recommendation that we start with [] as the first "test" evaluation.

In arriving at this recommendation, the following major factors were taken into account:

1. The special interest expressed in [] at the last Board meeting.
2. The urgency of the case, arising from the relative nearness (next Spring) of general elections in []
3. The fact that the United States has made a major and varied psychological effort there.
4. PSB has completed and put into effect a plan for the attainment of certain objectives in [], which is now in the early stages of implementation.
5. By a process of elimination: While Germany and Japan were both considered to be important and urgent areas for evaluation, they are both special cases due to the presence of large numbers of

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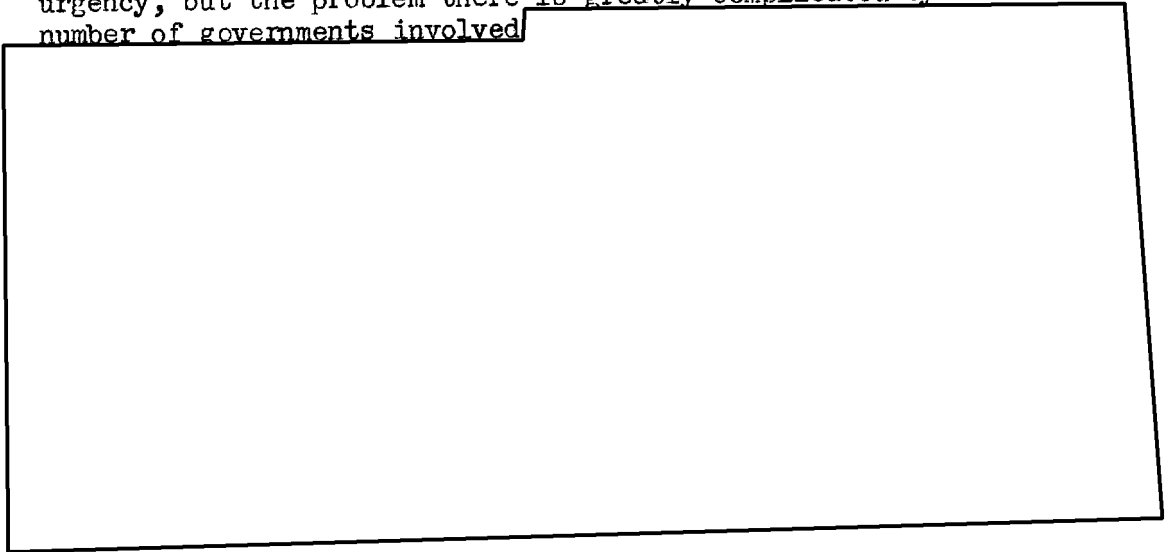
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American troops there and the fact that both are just now emerging from Occupation status; South East Asia - and in particular Indo China - is certainly second to no other area in importance and urgency, but the problem there is greatly complicated by the number of governments involved





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Director

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Enclosures (2):

1. R-138  (Rev.) 6/25/52 "Proposed 'Test Case' Evaluation of U. S. Psychological Operations 
2. R-141  (Rev.) 6/25/52 "Proposed 'Test Case' Evaluation of U. S. Psychological Operations 

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